




National Credit Union Administration

March 4, 2005

**FROM:** NCUA Board Member Debbie Matz   
**SUBJECT:** Free PALS Workshop:  
"Reaching New Markets, New Members, and New Business"  
**LOCATION:** St. Louis, Missouri  
**WORKSHOP DATE:** April 28, 8:00 AM - 3:30 PM

I am pleased to invite you to a **free Partnering and Leadership Successes (PALS) workshop** in **St. Louis**, where credit union officials will learn innovative ways to reach "**New Markets, New Members, and New Business.**"

Panelists will come from credit unions of different sizes serving many different fields of membership, but all have at least one thing in common – an amazing record of success in reaching beyond their traditional membership base.

By attending this PALS workshop, you may be inspired to try different approaches to serve markets where there is little competition from other insured financial institutions. This is an opportunity for credit unions to build their loan portfolios and strengthen their bottom lines.

To view the agenda and **register online for this free workshop**, visit [www.ncua.gov](http://www.ncua.gov) and click "**PALS Workshop Registration, April 28, 2005.**" To register by fax, fill out the enclosed registration form and fax it to (703) 518-6655.

The workshop will take place at the Hyatt Regency at One St. Louis Union Station, a national landmark. If you want to stay at the Hyatt overnight on April 27, **you can get a discounted room rate by using the NCUA registration form. Accommodations are limited, so please register early.**

It's not only the topics that will make this PALS workshop a valuable experience. It's also the networking. Officials from large and small credit unions, federal and state credit unions, are all invited to participate. **Networking opportunities will be available during free breakfast and lunch.**

Please take this opportunity to meet other leaders who are dealing with the same real-life issues you are facing. I believe credit union officials can learn a great deal by sharing their ideas with each other. We hope to see you in St. Louis!

If you have any questions about the workshop registration or hotel accommodations, call (703) 518-6632 or e-mail [palsreg@ncua.gov](mailto:palsreg@ncua.gov)



**REGISTER NOW  
FREE PALS WORKSHOP:**



**New Markets, New Members, New Business**  
**April 28, 2005**  
**St. Louis, Missouri**  
Hyatt Regency, One St. Louis Union Station

Credit Union Name: \_\_\_\_\_ Charter number \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone#: \_\_\_\_\_ Fax#: \_\_\_\_\_

**ATTENDEE #1**

Mr. \_\_\_ Ms. \_\_\_ Last Name \_\_\_\_\_ First Name \_\_\_\_\_ MI \_\_\_\_\_

Title: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**ATTENDEE #2**

Mr. \_\_\_ Ms. \_\_\_ Last Name \_\_\_\_\_ First Name \_\_\_\_\_ MI \_\_\_\_\_

Title: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

**ATTENDEE #3**

Mr. \_\_\_ Ms. \_\_\_ Last Name \_\_\_\_\_ First Name \_\_\_\_\_ MI \_\_\_\_\_

Title: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

If you have more than 3 attendees, please attach a separate list with all of the above information for each person.

Send completed form by ☐ E-Mail: [palsreg@ncua.gov](mailto:palsreg@ncua.gov) or ☐ Fax: (703) 518-6655

A notice confirming your workshop registration and providing additional information will be sent within 3 business days to the e-mail address you provide. If you don't receive it, please call (703) 518-6632.

**To get the special group lodging rate at the workshop hotel, please fill out the lines below. You do not need to contact the hotel directly.**

No hotel room needed? Please check here: ☐

Check in Date: \_\_\_\_\_ Check out Date: \_\_\_\_\_

Special Requests and Accommodations: \_\_\_\_\_

Questions? Contact NCUA Training & Development at (703) 518-6632 or e-mail [palsreg@ncua.gov](mailto:palsreg@ncua.gov)